

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein Art Unit : 3688  
Serial No. : 10/748,682 Examiner : Khanh H. Le  
Filed : December 31, 2003 Conf. No. : 1976  
Title : SYSTEM AND METHOD FOR DELIVERING INTERNET  
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND  
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT IN REPLY TO NON-FINAL  
OFFICE ACTION SENT FEBRUARY 8, 2010**